

Abstraksi

Penelitian ini membahas implementasi fungsi *public relations* terhadap masyarakat terdampak atas pembangunan bandara di Kabupaten Kulon Progo yang terhambat dan melalui proses berlarut-larut. Disebabkan oleh masih adanya pihak yang menolak dibangunnya bandara. PT. Angkasa Pura I (Persero) dan Pemerintah Kabupaten Kulon Progo ditunjuk sebagai pihak yang berwenang dalam segala kegiatan kehumasan perihal proyek ini. Uniknya, kedua instansi ini memiliki latar belakang dan karakter berbeda dalam menjalankan fungsi dan kinerjanya. Keduanya bersinergi dalam menjalankan fungsi kehumasan terhadap masyarakat terdampak, yang tentunya terdapat berbagai dinamika di dalamnya. Penelitian ini menggunakan metode studi kasus dengan pendekatan kualitatif. Jenis penelitian deskriptif dipilih untuk memaparkan proses fungsi kehumasan yang dilakukan oleh PT. Angkasa Pura I (Persero) dan Pemerintah Kabupaten Kulon Progo terhadap masyarakat di Kecamatan Temon khususnya di Desa Palihan, Desa Glagah, Desa Sindutan, Desa Jangkar dan Desa Kebon Rejo. Teknik penarikan data menggunakan wawancara dan observasi langsung dengan informan. Hasil dari penelitian ini menunjukkan dinamika kegiatan *public relations* yaitu Sosialisasi, Konsultasi Publik, *Forum Group Discussions*, *Media Relations*, *Press Tour*, *Open House*, hingga CSR. Kegiatan *public relations* dari PT. Angkasa Pura I (Persero) dan Pemerintah Kabupaten Kulon Progo terbagi menjadi tiga yaitu fungsi demokrasi, fungsi pragmatis dan fungsi politik.

Kata Kunci: *public relations*, fungsi *public relations*, humas pemerintah, fungsi humas pemerintah, *stakeholder*, komunitas

Abstract

This study discusses the implementation of public relations function to the affected communities for the construction of the airport in Kulon Progo Regency which is obstructed and through a protracted process. Due to the presence of parties who refuse to build the airport. PT. Angkasa Pura I (Persero) and the Government of Kulon Progo Regency are appointed as the authorized party in all public relations activities regarding this project. Uniquely, these two agencies have different backgrounds and characters in performing their functions and performance. Both are synergistic in carrying out the public relations function to the affected communities, which of course there are various dynamics in it. This research uses case study method with qualitative approach. The type of descriptive research is chosen to describe the process of public relations functions conducted by PT. Angkasa Pura I (Persero) and Kulon Progo Regency Government to the community in Temon Sub-district, especially in Palihan Village, Glagah Village, Sindutan Village, Jangkaran Village and Kebon Rejo Village. Data withdrawal techniques using interviews and direct observation with informants. The results of this study show the dynamics of public relations activities namely Socialization, Public Consultation, Forum Group Discussions, Media Relations, Press Tour, Open House, to CSR. Public relations activities of PT. Angkasa Pura I (Persero) and Government of Kulon Progo Regency are divided into three namely democracy function, pragmatic function and political function.

Keyword: *public relations, public relations functions, government public relations, government public relations functions, stakeholder, community*